

Abstract

Bachelor's thesis „Communication of political parties on Facebook before the elections to the Chamber of Deputies in 2017“ deals with political communication on social network Facebook. The theoretical part focuses on definition of political communication and political campaign in new media environment. This knowledge is used in an analytical part. The analytical part contains analysis of facebook accounts of czech political parties which were successful in the election to Chamber of Deputies in 2017. The methodological part is based on the quantitative content analysis of facebook statuses. The aim of this thesis is to find out activity of political parties on Facebook and how they can use this communication channel. The major goal of the thesis is to prove or refute the hypothesis that the new and the alternative parties are more active than the traditional political parties.